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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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TAKE THE CHORUS AGAIN, BOYS

The job's far from done on rationing and black markets. Farmers are still uncertain about what they're expected to do as buyers and sellers of rationed foods, what the black market is, why it imperils the war effort.

INFO WORK DONE SO FAR IS FINE. WE'VE COVERED EVERYTHING ONCE--BUT ONCE OVER LIGHTLY WON'T DO. THE STORY MUST BE TOLD AGAIN AND AGAIN UNTIL EVERYONE IS SURE OF HIS ROLE IN RATIONING AND BLACK MARKET CONTROL.

All necessary info aids are in the field now. It's a matter of using them on every occasion -- and creating a few extra occasions. Some new aids will come soon. These will give new pegs for telling the story.

CHECKLIST ON THEMES

Let's tick off the points we're trying to get over in the rationing and black markets campaigns:

1) — Never sell rationed foods without collecting ration stamps.
2) — Never buy rationed foods without surrendering ration stamps.
3) — Never pay more than ceiling price for any food.
4) — Never charge more than ceiling price for any food.
5) — Always observe grading requirements.
6) — Always register as a seller, obtain proper permits.
7) — Send collected stamps, with the report form, to the local war price and rationing board.

Too many think black markets exist only in an atmosphere of alley hide-outs, mobsters and tommy guns. Info workers must make it clear the black market exists wherever a housewife pays a penny more than ceiling or a dealer sells without collecting stamps. One violation may seem petty. Multiplied by a million, it can wreck the food management program.

LOCAL RADIO JOB

Before it takes, rationing and black market info must reach every man and woman, in detail and repeatedly. Among the best outlets are local radio shows, like AAA's county broadcasts. These can tell the story, tell it well, and make it stick.

Although it's had little publicity, a dangerous butter black market is spreading rapidly. City consumers have learned some farm folks don't realize they must collect ration stamps for farm butter. There's a specific job for info workers!

BLACK MARKET AIRINGS This week, for the second consecutive week, you'll hear many warnings against black markets on the radio. This is a result of the OWI Station Announcement Plan, which ties local spot announcements into national campaigns.

BEHIND THE SLAUGHTER QUOTA CHANGES

Food Distribution Order 27 on slaughter permits has been amended to suspend for May the temporary beef slaughter quotas and temporary increases in slaughter quotas to butchers and local slaughterers.

The notification wire to WBs asked for an info job to be done telling all affected permit holders the reasons for the action. Press release also will go to state WBs for transmittal to county WBs. Info workers should stress the why of the amendment.

Here's the story behind the move. Consumer preference for beef has diverted to civilian channels large amounts of beef urgently needed for military purposes. Disproportionately large local slaughter in some areas in April reduced production in federally inspected plants supplying the military and civilians dependent on interstate shipment. Objective of the amendment is to route more beef to inspected slaughterers for benefit of armed forces and to improve distribution to civilians.

This may mean somewhat reduced civilian supplies of beef from local slaughter until immediate needs of government procurement agencies are met and until beef now going into local slaughter makes it way to consumers through commercial channels.

'MOST IMPORTANT PLANTING SEASON'

'This is the most important planting season in American farm history. WE CAN STILL INCREASE THE NUMBER OF ACRES WE PLANT....WE ASK FARMERS, on their part, in the days that remain of spring planting to take an extra degree of chance this year for their country — TO PLANT IN FULL THE ACREAGE THEY CAN EXPECT TO HANDLE UNDER THE MOST FAVORABLE CIRCUMSTANCES.'

Chester C. Davis, Administrator
War Food Administration

This quote, from a recent rallying call to the nation's farmers, sets the key for final info efforts to reach crop goals. It should be given wide attention in press and radio.

For the full text of Davis' message, see USDA Press Release 2233-43, dated April 28, or WB Info Series 210.

CROP COMMUNIQUE Sparkplugging the drive to boost critical crops lagging behind goals, three AAA regions wired Crop Communiques to their states during the past week. Other regions kept in touch through telephone messages and meetings held in centrally located spots. One more Crop Communique is expected to be dispatched shortly based on wire reports received from the states on May 1.

PITCH THE AXIS A CURVE WB Memo 208 is a reminder to encourage farmers to utilize simple conservation practices to increase production. The reminder has had some good effects already. Wherever there is planting yet to be done, it will be worth while to keep up the campaign for contouring. It boosts yields, farm income and war usefulness!

LABOR FOR FARMS

President Roosevelt signed the $26,100,000 deficiency appropriation bill providing funds for the wartime farm labor program on April 29. Signature put into motion long-laid plans for recruiting 3-1/2 million farm workers.

In USDA Press Release 2254-43, War Food Administration announced its organization for administering the program. Lt. Col. Jay L. Taylor, deputy WFA administrator, will manage the program. Under him, M. L. Wilson, Extension director, will be responsible for mobilizing farm labor within each state, placing workers in accord with local needs and other phases handled by Extension. Responsibility for supplying and distributing foreign labor and domestic labor moved from one state to another goes to Col. Philip G. Bruton, as director of interstate and foreign labor.

INFO ON THE LABOR PROGRAM

National press, radio, and advertising materials are urging people to be ready to answer local mobilization calls when they come. Since Extension will handle labor mobilization and placement within each state, all info workers are asked to check with the Extension editor and cooperate fully to coordinate state and local info work on labor.

Announcement of WFA's labor program organization releases a number of info aids which will go the field during this week. Included are a thumbnail sketch of the U. S. Crop Corps, questions-and-answers pieces on the Women's Land Army and Victory Farm Volunteers, general questions-and-answers on the Crop Corps, and three background pieces on operations of women's land armies in Canada, England, and Australia. All will be Food Information Series items.

'THIS FAMILY IS ENLISTED'

Suggestions for distributing the Certificates of Farm War Service for farm families are contained in WB Memo 325, Operations 20. The attachment is a suggested letter to go to the family under signature of the county WB chairman.

A natural for info activity, the certificate distribution can be handled in a variety of ways. For specific suggestions, check last week's Calendar.

CARS FOR FARMERS Farmers will want to know that OPA says about 200,000 passenger cars cheaper than $1500 are available under rationing. Nearly a fifth are 5-passenger coupes---convertibles, sedanettes, sport coupes, others --which can be converted into pickup trucks for farm use. Other body types are also available.

To get one of these cars, a farmer's present car must be unserviceable, a 1939 model or older, have traveled more than 40,000 miles. There are exceptions. Replacements for wrecked newer models, for example, can be authorized. Once a farmer has rationing board approval to buy a car, he needs no authorization to convert it into a pickup.

TIGHT POTATOES Because efforts to stop a rush on the seasonally low supply of last year's potatoes failed, the potato supply situation is now very tight. The South's new spring crop hasn't been arriving fast enough to meet rising demands. Supply probably will not match demand until late in May.

HOLDING MORE BUTTER, CHEESE Background of new amendments to Food Distribution Orders 2 (butter) and 15 (cheese) which allow set-aside percentages to be announced for several months at a time is explained in a statement going to the industry and FDA's regional offices.

Percentage of production held for government purchase during May, June, and July has been upped from 30 to 50 percent for butter and from 50 to 70 percent for cheddar cheese. This means heavy government purchases during the flush season, tapering off as production declines until nearly all output goes to civilians in August-November. Annual percentages will work out about as announced earlier.

GARBAGE FAMINE Dovetailing with the food conservation campaign, USDA's Consumer Time broadcast on Saturday, May 8 (NBC, 12:15 p.m. EWT) will be 'Starve Your Garbage Pail,' telling how housewives can save food in the home and provide better meals. Listeners will get, on request, a handy guide for stretching the family food ration.

HEAR! HEAR! These are the week's features for Farm and Home Hour broadcasts: Monday, May 3, 'Spreading Butter and Cheese,' 'Contour Row Crops to Increase Production,' and 'How to Grow Tomatoes.' Tuesday, May 4, 'Sugar and Spice for Home Canning' and 'Protein Feed Conservation.' Wednesday, May 5, 'Farm Labor Problems.' Thursday, May 6, 'Stop Poultry Death Losses.' Friday, May 7, talk by Secretary Wickard.

----HAIL THE INFO WORKER! ----------

"I remember from my own experience during the entire period of the first war that we farmers did not have very much information about what we were expected to do or why at that time, compared with the information available to farmers today. This change in no small respect is due to the radio, and the services of the country war boards. I sincerely hope we can keep the farmers informed from now on just as well as we have in the past, because I know they want to do whatever is necessary to help win the war."

The speaker: Claude R. Wickard, on Farm and Home Hour, April 23.

DOING THE JOB Here's a taste of a Nebraska AAA farmer fieldwoman's recent report: 'Farm women over the county are increasing chickens and milking an extra cow or two, but as far as labor is concerned, I find the families shouting the least about labor shortages are making as much or more effort to increase production than those who complain the most. And the same holds true with machinery. I think farmers feel where there is cooperation in the community or even among relatives by exchanging pieces of machinery, the work will be done.' With attitudes like that, the field should be full of human interest achievement stories about farm women, don't you think?